

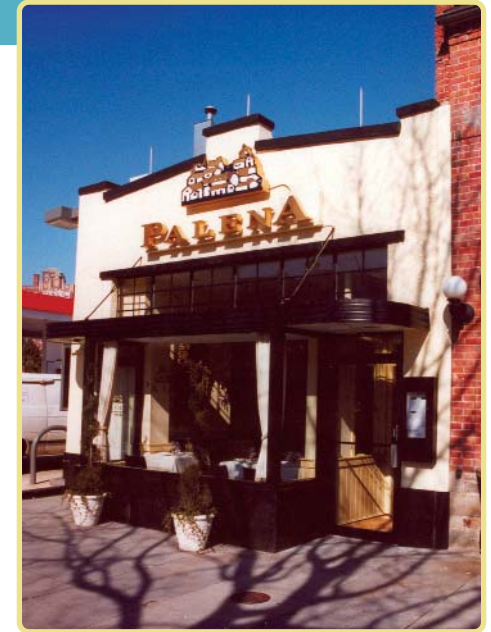
transom windows

Transom windows are the band of windows above display windows and doors. They provide ventilation and allow daylight deeper into the store's interior. Many transom windows throughout the city have been covered by paint or wood to conceal ceiling dropped mechanical systems. Where possible, these windows should be restored in order to enhance the storefront image. For a number of businesses, the amount of light penetrating deep into the storefront may have an adverse effect on business operations and temperature, particularly for westward facing storefronts. There are creative solutions.



RUDOLPH CREE (CAPITOL HILL)

NOTE SUCCESSFUL USE OF PAINT ON BUILDING



PALENA (CLEVELAND PARK)

NOTE PIN-MOUNTED LETTERS FOR SIGNAGE.

ENCOURAGED

- Restoring or maintaining the original pattern of transom windows.
- Using the same or compatible material and design that are a part of the storefront system.
- Restoring stained glass panes in transom windows where appropriate and feasible.
- Allowing the transom window to read as a distinctive architectural element by keeping all interior elements at least eight (8) inches behind or away from the transom windows. Concealed mechanical systems in a ceiling should be dropped no lower than the height of the display area or windows.
- Restoring and maintaining transom windows even when they will be hidden by awnings as awnings may be removed at some future date.

STRONGLY DISCOURAGED

- Covering transom windows with paint, signs, awnings or wood panels.
- Filling transom windows with masonry, glass block, wood, ventilation / mechanical systems or other non-transparent materials.



TRYST (ADAMS MORGAN)

The “frieze” or “sign band” is the portion of the facade that is typically just above the storefront on the first floor and below the second floor windows, or building cornice on one-story buildings (see page 10). The frieze provides an area for building signage and is usually located in a consistent place from storefront to storefront. The frieze should be the first location considered for installing or replacing storefront signage. It should be maintained as a key component of the building design and as the business’ or tenant’s primary means of advertising the

ENCOURAGED

- Installing or replacing storefront signage within the original frieze or sign band location.
- Maintaining visibility of the frieze by not covering it with awnings or other additions to the façade or storefront.
- Removing air conditioning, ventilation equipment or other obstruction from the frieze or sign band.
- Using signage to cover A/C units or ventilation equipment or creatively integrating signage with such equipment.

STRONGLY DISCOURAGED

- Covering or concealing the frieze or sign band area of the façade with anything other than an acceptable sign.
- Installing air conditioning or ventilation equipment in the frieze or sign band.

Over the years a number of District businesses have used the frieze band as a location to install air conditioning and ventilation equipment...storefront images have been negatively impacted.

name of the business. Care should be taken to reduce the potential of weather damage or bird-nesting by placing signs flush against the wall. Over the years a number of District businesses have used the frieze band as a location to install air conditioning and ventilation equipment. Though the need for the equipment is justifiable in some cases, storefront images have been negatively impacted.

SIGNS THAT FIT WITHIN THEIR SIGN BAND



RADIO SHACK (CLEVELAND PARK)



OKYO SALON (GEORGETOWN)



STEVE MADDEN (GEORGETOWN)



THE ART STORE (GEORGETOWN)



DESERT MOON (CLEVELAND PARK)